



harmont&blaine

Brand



Harmont&Blaine

The Mediterranean vitality, creativity, and flair inspire a distinctive style vision characterized by vibrant colors, smart details, and everyday comfort.



Brand



29 Years of History

Harmont & Blaine is an upper-premium brand with a distinctly Italian soul and a strong international calling. Managed by the eponymous company that was founded in Naples in 1986 by the passion of four brothers, the brand started out making leather gloves before venturing into men's accessories with a line of striped ties inspired by British style.

Over the last 29 years, Domenico and Enzo Menniti, along with Paolo and Massimo Montefusco, have steered the company's growth, leading to a major transformation in 1995 when the brand adopted a casual, vibrant, and effortless total-look style filled with color and creativity.



Brand

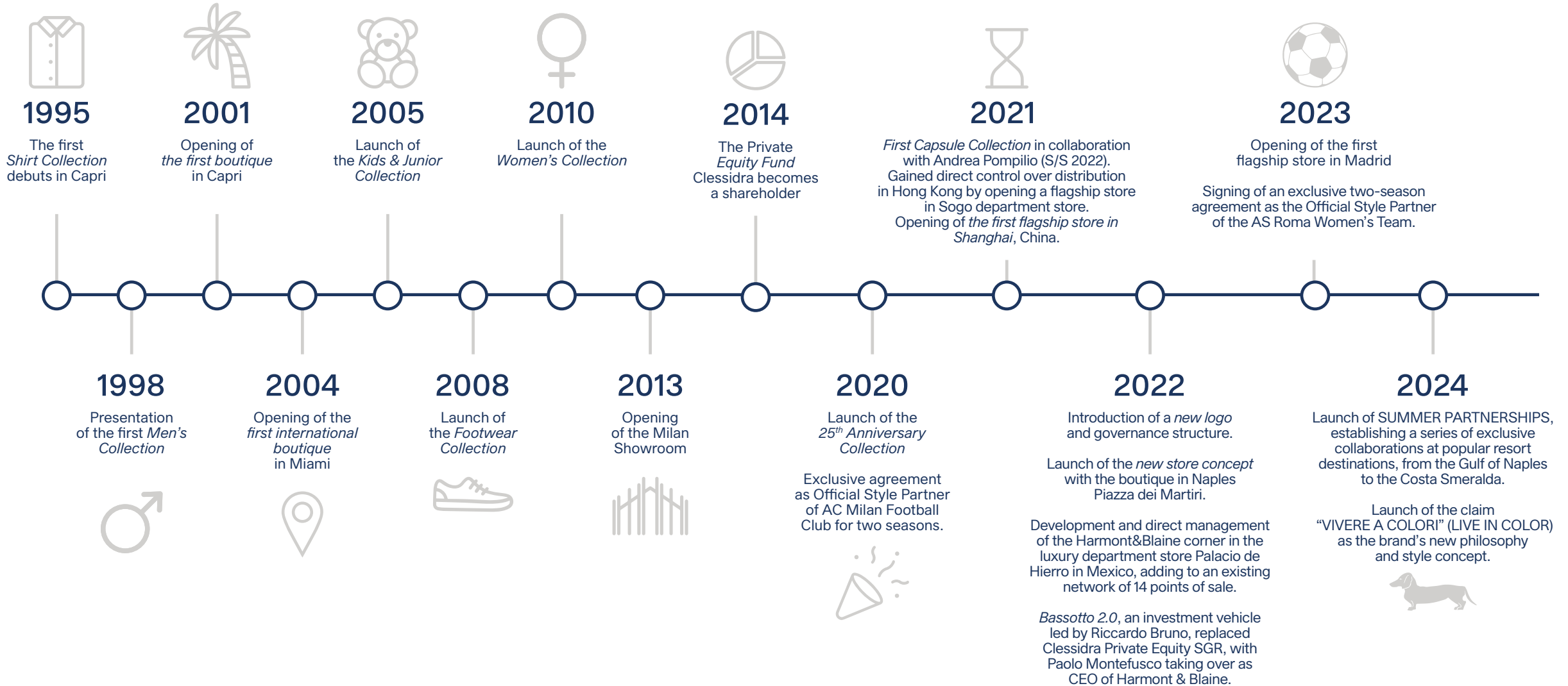


Since then, *Harmont&Blaine* and its iconic dachshund, Blaine - the brand's distinctive symbol - have made significant strides in international expansion. Season after season, this growth continues to flourish thanks to a strong identity and a highly recognizable image, infused with the playful and positive vibes of Italian lifestyle and a distinct Mediterranean charm.



DOMENICO MENNITI, PAOLO MONTEFUSCO, MASSIMO MONTEFUSCO, ENZO MENNITI

Evolution Over Time



Italian Style and Colorful Creativity



The Italian spirit of Harmont & Blaine
embodies a carefree, vibrant,
and optimistic side of life.



Italian Style and Colorful Creativity


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Distinctive Style and Premium Quality

Drawing inspiration from the beauty of nature and the dynamic, ever-connected pace of modern life, the seasonal collections for Men, Women, and Children seamlessly combine comfort and exceptional quality with a signature style focused on ease and functionality.

A passion for color serves as both a guiding principle and aesthetic code, infusing the wardrobe with a fresh, spirited, and creative flair, resulting in an unconventional mix of striking hues and patterns.





Logo



Blaine – The Iconic Dachshund

It's no wonder that the dachshund – a brave, elegant, and playful dog – stands out as a symbol of the brand's boundless creativity and passion for everything original and unexpected.

Happy Blaine is the cherished mascot that defines and distinguishes each garment and accessory from Harmont & Blaine, embodying the excellence and high-quality Italian craftsmanship at the core of the brand.



Collections



Collections


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Harmont&Blaine's style transcends traditional fashion rules to deliver the perfect smart-casual look for every occasion - whether you're at work, relaxing on the weekend, or traveling. The brand combines 24/7 comfort and ease of movement with a sophisticated yet laid-back attitude, transforming casual clothing into the go-to dress code for everyday life.

Keeping up with today's trends and lifestyle needs, the brand offers a versatile, dynamic wardrobe that's suitable for every moment and engagement of the day, from morning to evening, appealing to those who appreciate a natural, comfortable, and effortless style.

The clean-cut silhouettes are crafted from premium fabrics and innovative materials that refresh classic elegance while seamlessly fitting into the contemporary, casual lifestyle.



Collections

The garments are practical, versatile, and reliable, designed to effortlessly transition from early morning meetings to evenings with friends and weekends spent outdoors.

Eye-catching patterns, exclusive prints, and tailored details are mixed and remixed into a unique and harmonious balance of relaxed elegance and personal flair.

The looks are elevated with a diverse range of accessories, from hats and belts to casual shoes and sporty sneakers. In addition to the men's and women's clothing lines, the collection also features a kids & junior line.





THE ART SWEATER

A luxurious, limited-edition sweater, with only 100 pieces available, hand-painted by Italian artisans in unique, abstract brushstroke patterns in a variety of vibrant colors.



CAPSULE MY DOG & I

An original collection of matching sweaters crafted from a luxurious wool-cashmere blend, available in both crew neck and turtleneck styles for both the owner and their furry companion.



SUMMER BAG

An exclusive selection of bags inspired by Italy's most iconic summer hotspots, from Portofino to Forte dei Marmi, and from Porto Rotondo to Capri.

Friends in Harmont&Blaine

Andrea Montovoli



Daniele Siciliano



Gianmaria Sainato



Giovanna Gogliano



Giovanni Masiero



Madior Fall



Riki



Sam And Wendy



Valentina Pegorer



Yuman

Silvester Stallone



Jason Lewis



Helen Hunt



Elle Mcpherson



Ashanti



Fiorello



Paolo Bonolis



Massimiliano Rosolino



Alessandro Gassman



Valentina Rodini
E Maurizio Ganz

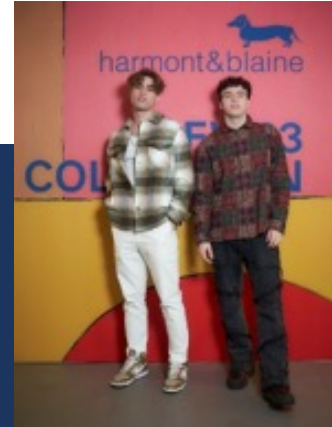
Andrea Zenga



Stefano Conti



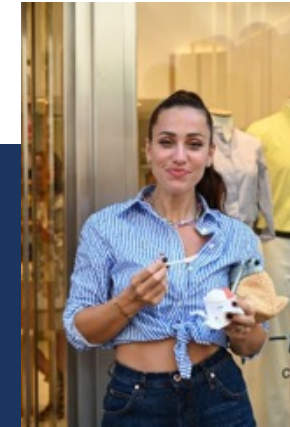
Simone Berlini e
Davide Moccia



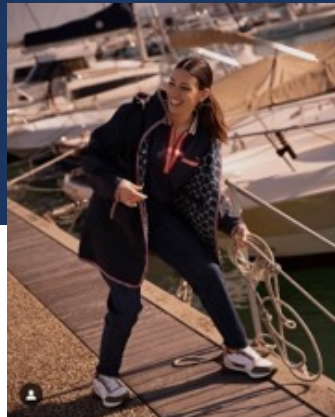
Johannes Huebi



Teresa Pugliese



Gianluigi Lembo



Federica Bevilacqua



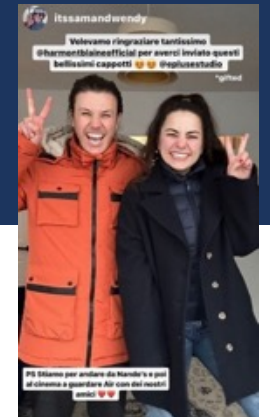
Giorgio Pasotti



Anselmo Prestini

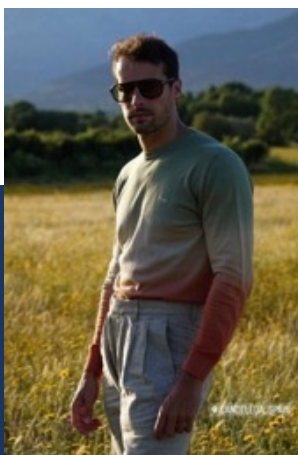


Rosalinda Cannavò



Sam & Wendy

Vital Villarrubia



Papà Per Scelta



Marzia Peragine



Rossana Marziale



Valentina Marzullo



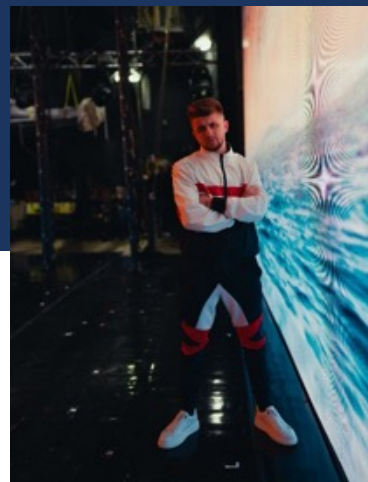
Antonio Rocco



Marcello Sacchetta



Pasquale Brunetti



Antonio Orefice



Christian Roberto



Giulia Luzi



Tommaso Zorzi



Lorenzo Riccardi & Claudia Dionigi

Luca Vezil



Ginevra Fenyes

Commitment to Sustainability

An aerial photograph of a rugged mountain landscape. The terrain is dominated by large, grey, craggy rock formations. Sparse vegetation, including small evergreen trees and shrubs, is scattered across the rocky slopes. The lighting is bright, casting shadows that emphasize the texture and depth of the rock faces. The overall scene conveys a sense of natural beauty and environmental stewardship.

Sustainability is a core value
at the heart of
Harmont&Blaine's philosophy.



Sustainability

Sustainability

In addition to its promise of colorful, smart, and casual style, Harmont&Blaine is deeply committed to sustainability; it's a true mission that reflects a constant connection between the brand's creativity and its dedication to caring for the planet and its precious resources.

Harmont & Blaine's green vision touches every aspect of the business - from designing collections and selecting partners to processing and production methods, as well as marketing content for both retail and digital channels.

The intrinsic value of a "cool & conscious" product is embedded in the brand's DNA while staying attuned to the latest trends. This value comes from the use of innovative techniques and cutting-edge materials that consistently prioritize nature and sustainability.



Sustainability

Eco Cashmere

This is a capsule collection of soft, warm, and essential sweaters, entirely made in Italy with 50% pure cashmere yarn and 50% recycled fibers from leftover cashmere production.

Each style comes in a palette of 16 different shades, from classic to vibrant colors, highlighting the central role of color in the Harmont&Blaine creative universe.



Sustainability

Eco Sneaker

Harmont&Blaine's Eco Sneaker collection offers a diverse selection of seasonal styles for both men and women, defined by a thoughtful combination of low-impact materials and components crafted in sporty, casual designs.

These responsibly made sneakers feature a vegetable-tanned leather upper, complemented by organic cotton laces and EVA soles made from recycled materials. The exterior is adorned with signature elements like the dachshund logo and the Harmont&Blaine logo, while the cork insoles enhance moisture absorption, providing excellent breathability and a fresh feel.

Social Responsibility



LILT SOLIDARITY SHOPPING

Harmont&Blaine took part in LILT's Pink Ribbon Campaign with a special day of "Solidarity Shopping," donating 10% of sales from October 26, 2024, to support breast cancer prevention. The streets of the Montnapoleone district were adorned with pink ribbons to raise awareness for the initiative.



IEO MONZINO FOLLOW THE BLUE

Harmont&Blaine joined the "Follow the Blue" campaign organized by the IEO-MONZINO Foundation, donating 20% of sales from a specially designed blue sweatshirt to support research on male cancers. The Harmont&Blaine team promoted the campaign through engaging social media and digital activations, rallying various talents and friends of the brand to get involved.

Portofino

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Capri

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Summer Partnerships

Every summer, Harmont&Blaine broadens its vacation horizons by partnering with some of the most popular resort destinations, from the Gulf of Naples to the Costa Smeralda. So far, exclusive collaborations have included Il Remo Beach Club in Forte dei Marmi, the Coffee Pot in Porto Rotondo, Capri Boat, and Bar Mariuccia in Portofino.

Porto Rotondo

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These carefully selected spots, which also feature the brand's flagship boutiques, offer tourists and visitors from around the world a personalized experience that captures the essence of style and relaxation - complete with poolside dips, beachfront cocktails, local culinary delights, and live music. Each partnership is complemented by the launch of a limited-edition Summer Bag, printed with the names of the four iconic locations that embody the Mediterranean lifestyle.

Forte dei Marmi

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Forte dei Marmi



Portofino



Capri



Porto Rotondo

Harmont&Blaine and Sports



Harmont&Blaine and Sports



Harmont&Blaine and Sports

Harmont&Blaine's connection to the world of sports, particularly football, stems from a deep friendship between the company's founders and Fabio Cannavaro, the former captain of the Italian national team, a proud Neapolitan, and a respected style ambassador for the brand.

This long-standing friendship has led the company to support the Cannavaro Ferrara Foundation, which was established in Naples by Ciro Ferrara and Cannavaro himself to provide concrete educational and healthcare programs for underprivileged or marginalized youth affected by poverty and social hardship.

From September 2020 to June 2022, the brand served as the Official Style Partner of AC Milan Club and supported charitable initiatives sponsored by the Milan Foundation.

The year 2024 marks the beginning of a new chapter in sports partnerships: Harmont&Blaine becomes the Official Style Partner of the AS Roma women's first team, reinforcing the brand's connection to football and its significant commitment to women's sports.



As the Official Style Partner of the team, Harmont&Blaine supplied a range of formal wear and club uniforms for both the senior men's and women's teams, as well as for the entire coaching staff throughout two seasons.



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Harmont&Blaine Around the World

A photograph of a modern clothing store interior. The store features light-colored walls, wooden shelving units, and hanging racks of clothing. In the foreground, there is a white ceramic bowl filled with yellow lemons on a wooden table. The background shows a large mirror and a doorway leading to another part of the store. The overall atmosphere is clean and organized.

88 flagship stores,
500 multi-brand boutiques,
and 87 corners and shop-in-shops
across 54 countries worldwide.



500
Multibrand
boutiques

88
Monobrand
boutiques



87
Department
stores

Global Distribution

The brand's international growth is fueled by a cross-channel distribution strategy, allowing it to establish a presence in 53 countries across Europe, APAC, and the Americas, including over 81 flagship stores in Italy and abroad.

This extensive network is further bolstered by a strong wholesale presence, featuring 500 multi-brand retailers and 87 shop-in-shops and corners in some of the most prestigious department stores globally, supported by exclusive partnerships with La Rinascente, El Corte Inglés, and Palacio de Hierro.



MILANO SHOWROOM



NAPOLI HEADQUARTER





Harmont&Blaine online




Digital Development

Harmont&Blaine is continually enhancing its digital strategy with a dynamic, engaging, and targeted approach. In addition to establishing a fast and efficient CRM system to support the content creation team, the company has achieved significant milestones over the past two years, including a digital transformation highlighted by the launch of the new [harmontblaine.com](https://www.harmontblaine.com) website. This site features a dynamic and user-friendly navigation experience that consistently puts both the product and the consumer at the forefront.

The e-commerce platform is supported by a well-structured calendar of seasonal campaigns and product launches optimized for SEO, along with ongoing website updates, direct email marketing, and social media activations designed to strengthen relationships with consumers. This cohesive approach ensures an integrated experience across all communication channels and tools.

< **Harmont & Blaine** 🔔 ➦



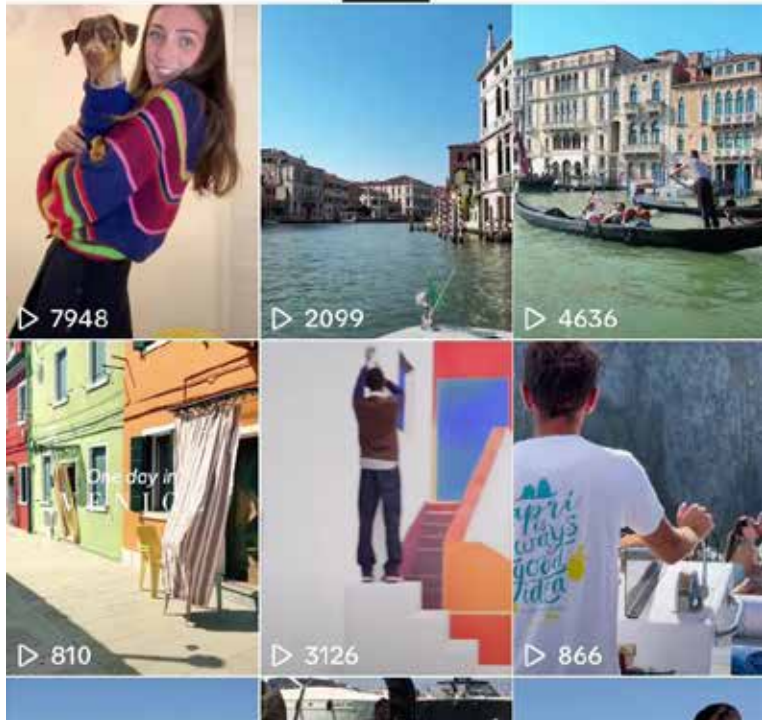
@harmontblaineofficial

6 Seguiti | **5150** Follower | **8890** Mi piace

Segui | **Messaggio** | ▼

A positive attitude inspires our vibrant and spontaneous everyday style.

☰ ▼



Harmont&Blaine online



In June 2024, Harmont&Blaine made its debut on TikTok to boost its visibility and keep pace with the evolving communication landscape. The main goal is to connect with and engage the platform’s younger audience by adopting a communication style that’s sophisticated, elegant, and contemporary - just like the brand - while also embracing the lighthearted and playful tone of young creators who can truly embody and convey its core values.



harmontblaine.com